

Message Text

UNCLASSIFIED

PAGE 01 TOKYO 05323 310917Z
ACTION EA-12

INFO OCT-01 ISO-00 EB-08 /021 W
-----055524 311848Z /43

R 310909Z MAR 78
FM AMEMBASSY TOKYO
TO USDOC WASHDC
INFO SECSTATE WASHDC 6638
AMCONSUL FUKUOKA BY POUCH
AMCONSUL OSAKA KOBE BY POUCH
AMCONSUL SAPPORO BY POUCH

UNCLAS TOKYO 05323

FOR OIM/EISELT/GOOTENBERG

EO 11652: NA
TAGS: BEXP, JA
SUBJECT: HOUSEWARES VTR

1. CONSENSUS HAS BEEN REACHED IN TOKYO AFTER THOROUGH REVIEW THAT HOUSEWARES VTR IS UNSUITABLE FOR PROMOTION AS PRESENTLY STRUCTURED. IN ORDER TO APPEAL TO JAPANESE AUDIENCE, VTR WOULD HAVE TO BE PROFESSIONALLY DUBBED IN JAPANESE, AND WE DOUBT THAT RESULTS WOULD WARRANT COST. WE ALSO THINK THAT VTR IS FAR TOO LONG AND HAS TOO MANY PRODUCTS WHICH ARE OF MARGINAL MARKETABILITY IN JAPAN.

2. IF TAPES COULD BE LEFT IN JAPAN, EXCERPTS COULD BE SHOWN WHEN PROMOTING FOREIGN BUYERS GROUPS TO U.S. AND OCCASIONALLY IN BIO BOOTHS AT PERTINENT JAPANESE TRADE FAIRS. PLEASE ADVISE IF TAPES CAN BE LEFT IN JAPAN TO BE USED AS DESCRIBED ABOVE OR SHOULD BE RETURNED TO WASHINGTON. ALSO ADVISE ABOUT DISPOSITION OF SAMPLES WHICH ACCOMPANIED VTR.

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 TOKYO 05323 310917Z

3. EMBASSY CONSIDERS VTR CONCEPT EXCELLENT FOR PROMOTING HIGHER TECHNOLOGY PRODUCTS IF FUNDS ARE AVAILABLE FOR JAPANESE LANGUAGE DUBBING. MANSFIELD

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 31 mar 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978TOKYO05323
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780140-0667
Format: TEL
From: TOKYO
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t1978031/aaaaaaoc.tel
Line Count: 58
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 2def80b7-c288-dd11-92da-001cc4696bcc
Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 29 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: N/A
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3095399
Secure: OPEN
Status: NATIVE
Subject: HOUSEWARES VTR
TAGS: BEXP, JA
To: COM
Type: TE
vdkgvwkey: odhc://SAS/SAS.dbo.SAS_Docs/2def80b7-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014